

FY 2020 Myers Park Event Center Statistics

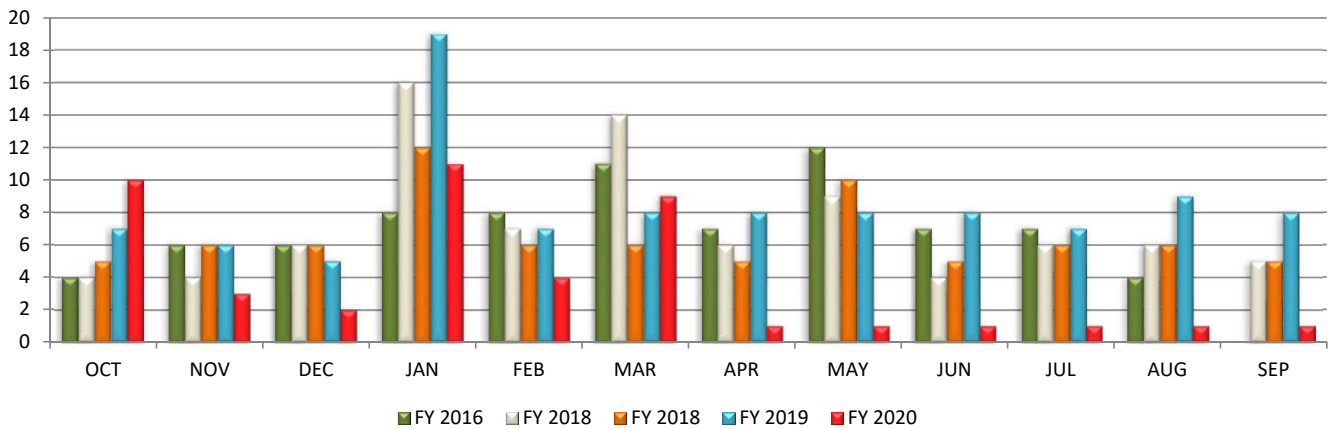
Promoting Events Center

Marketing and promotion of Myers Park & Event Center. Major work activities include; preparation of promotional materials, press releases, and development of marketing strategy. Also includes attending key community events and networking opportunities. Additional promotional functions: photographing events and activities, working with local tourism agencies, assisting clients with event development.

Goals & Objectives

1. To place 20 advertisements or articles in local news media/magazine outlets by September 30th.
2. To log 40,000 views of Myers Park & Event Center website by September 30th.
3. To post 200 times on the Myers Park & Event Center and Collin County Farm Museum Facebook pages by September 30th.
4. To add 200 "Likes" to the Myers Park & Event Center and Collin County Farm Museum Facebook page by September 30th.
5. To attend 350 networking, community, new client meetings or events by September 30th.

Advertisements & Articles Published

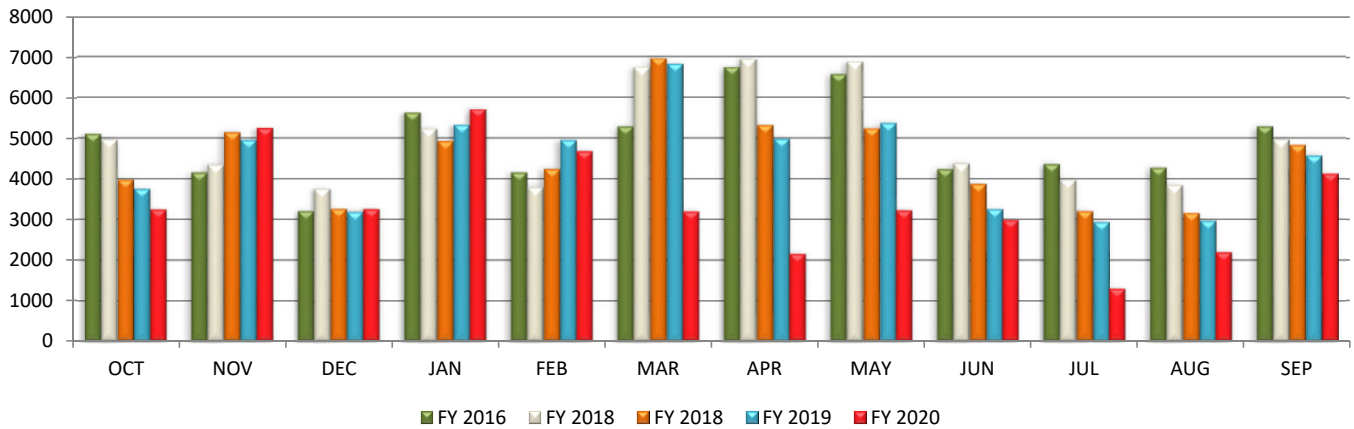


	Q1	Q2	Q3	Q4
FY 2016	16	27	26	11
FY 2017	14	37	19	17
FY 2018	17	24	20	17
FY 2019	18	34	24	24
FY 2020*	15	24	3	3
Average	16	29	18	14

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

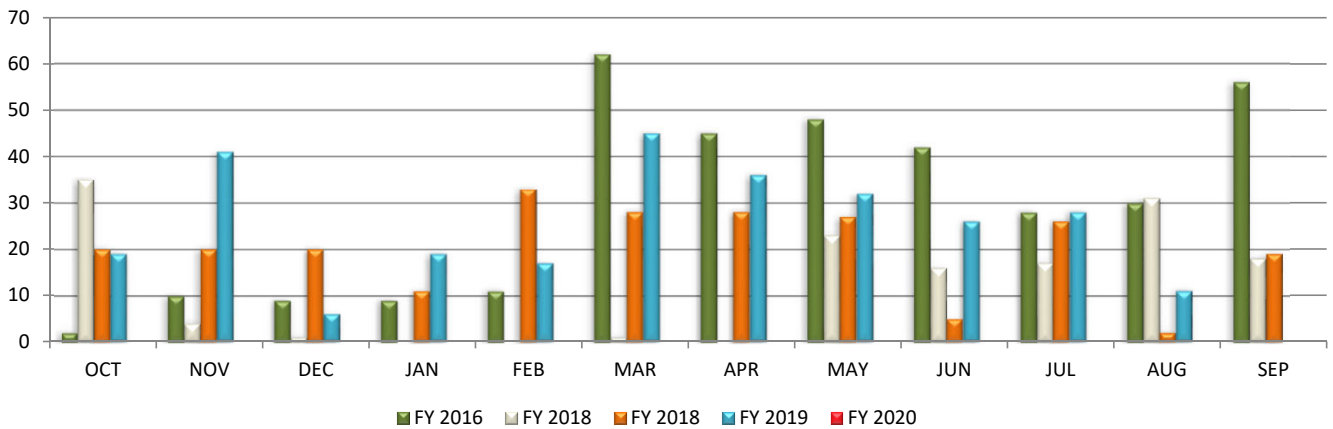
FY 2020 Myers Park Event Center Statistics

Views on Myer's Park & Event Center Website



	Q1	Q2	Q3	Q4
FY 2016	12,466	15,070	17,565	13,918
FY 2017	13,083	15,772	18,198	12,805
FY 2018	12,375	16,136	14,429	11,185
FY 2019	11,901	17,115	13,619	10,494
FY 2020*	11,739	13,593	8,353	7,613
Average	12,313	15,537	14,433	11,203

Posts on Facebook

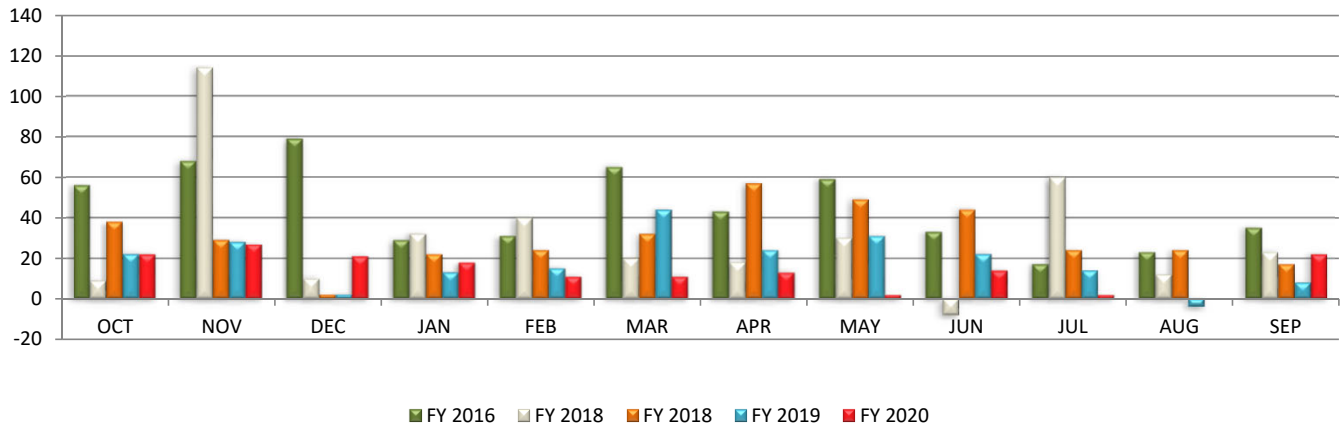


	Q1	Q2	Q3	Q4
FY 2016	21	82	135	114
FY 2017	40	1	39	66
FY 2018	60	72	60	47
FY 2019	66	81	94	39
FY 2020*	0	0	0	0
Average	37	47	66	53

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

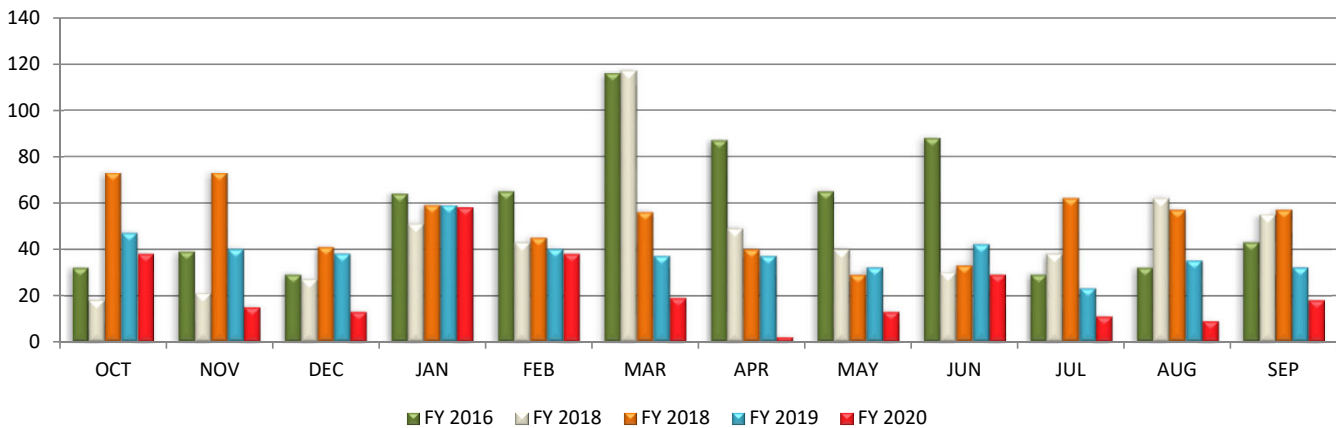
FY 2020 Myers Park Event Center Statistics

Added Likes on Facebook



	Q1	Q2	Q3	Q4
FY 2016	203	125	135	75
FY 2017	133	92	40	95
FY 2018	69	78	150	65
FY 2019	52	72	77	18
FY 2020*	70	40	29	24
Average	105	81	86	55

Networking, Community & New Client Meetings Attended



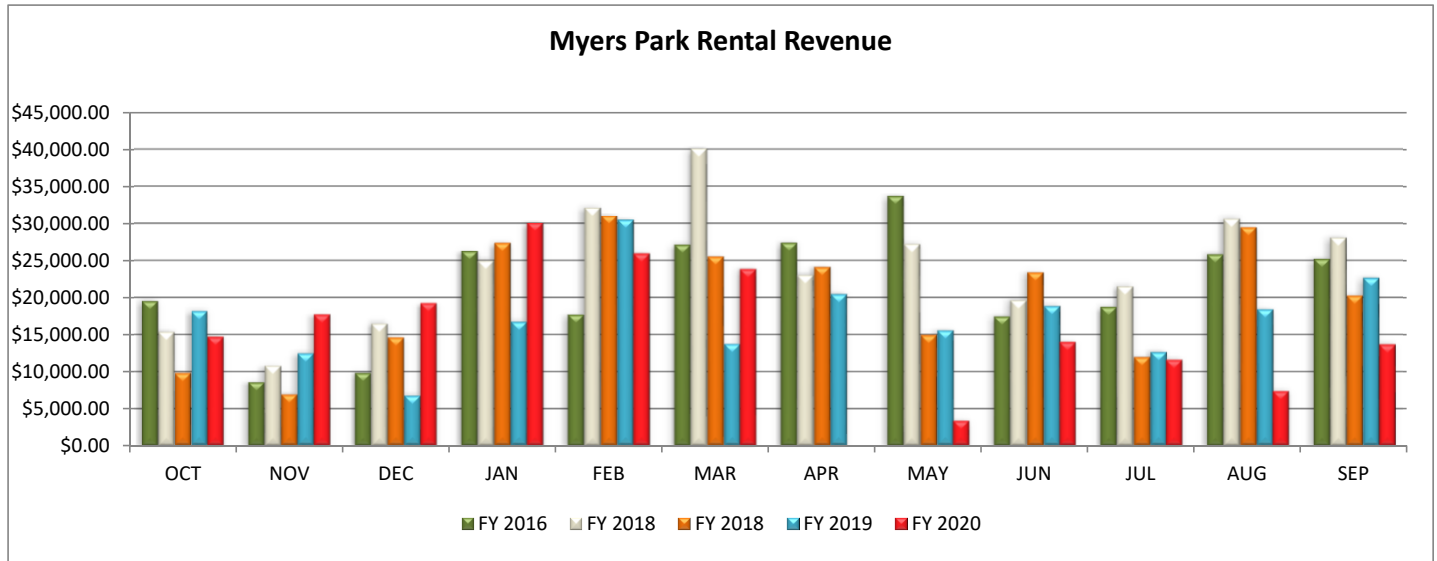
	Q1	Q2	Q3	Q4
FY 2016	100	245	240	104
FY 2017	66	211	119	155
FY 2018	187	160	102	176
FY 2019	125	136	111	90
FY 2020*	66	115	44	38
Average	109	173	123	113

*Disaster Declaration issued by County Judge March 16, 2020 due to COVID-19

FY 2020 Myers Park Event Center Statistics

Financial Management

Management and coordination of rental use, event details and Collin County Farm Museum revenues. Major work activities include; executing use agreements, fee collection, record keeping, detailing necessary facility set-ups with maintenance staff, working with clients to produce a successful event at any Myers Park location. Also includes planning for staff coverage during events, coordinating park functions before, during and after events, making on-site visits and follow-up with clients to insure satisfaction. Additional revenue functions: preparation and dissemination of correspondence, contracts, proposals, schedules, tours events and programs. The revenue program also includes contact with users and the public both in person, digitally and by phone including assistance with local tourism agency, other departments and response to emergencies or facility repair issues. Data is provided by Myer's Park and tracked in the financial system.



	Q1	Q2	Q3	Q4
FY 2016	37,976	37,976	37,976	37,976
FY 2017	42,772	42,772	42,772	42,772
FY 2018	31,270	83,935	62,398	61,633
FY 2019	37,393	61,001	54,903	53,730
FY 2020*	51,605	79,858	17,355	32,575
Average	40,203	61,108	43,081	45,737

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

FY 2020 Myers Park Event Center Statistics

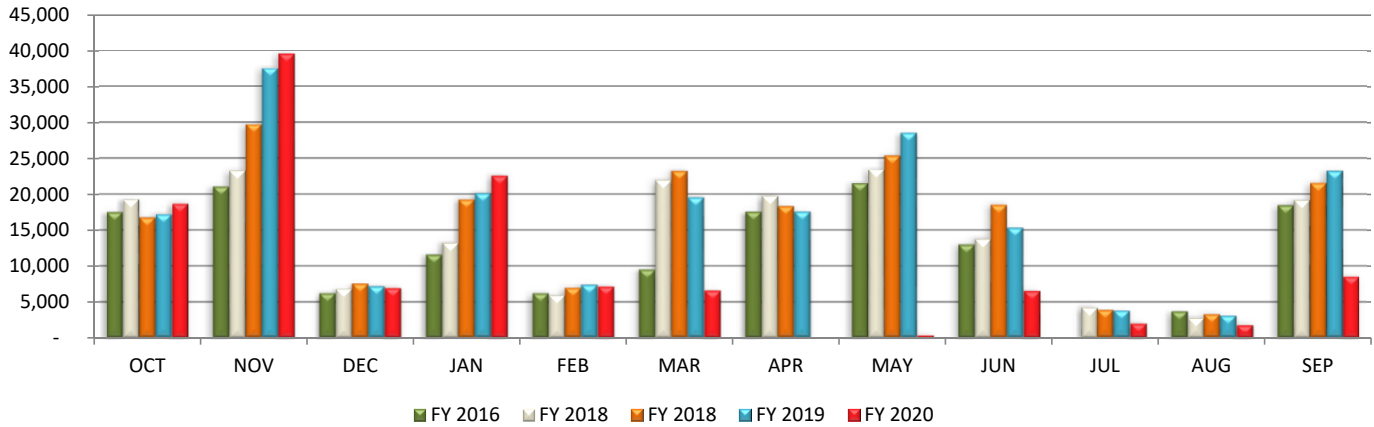
Myers Park Events

To provide educational and recreational facility use for the community of Collin County. Data reported by Myer's Park.

Goals & Objectives

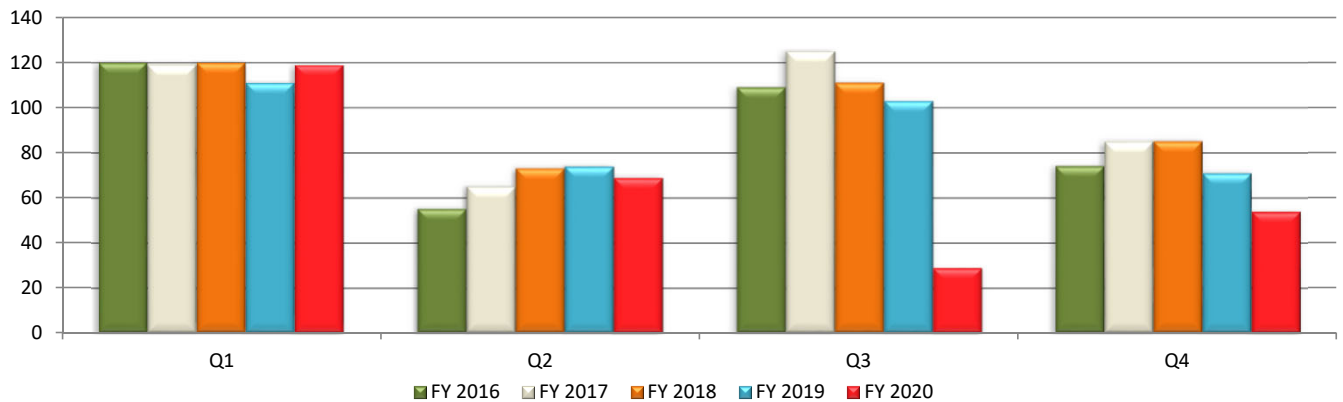
1. Schedule and complete 200 events by September 30th.

Myers Park Event Attendance



	Q1	Q2	Q3	Q4
FY 2016	44,741	44,741	44,741	44,741
FY 2017	49,404	49,404	49,404	49,404
FY 2018	54,072	49,467	62,283	28,682
FY 2019	61,928	47,090	61,456	30,061
FY 2020*	65,137	36,306	6,899	12,297
Average	55,056	45,402	44,957	33,037

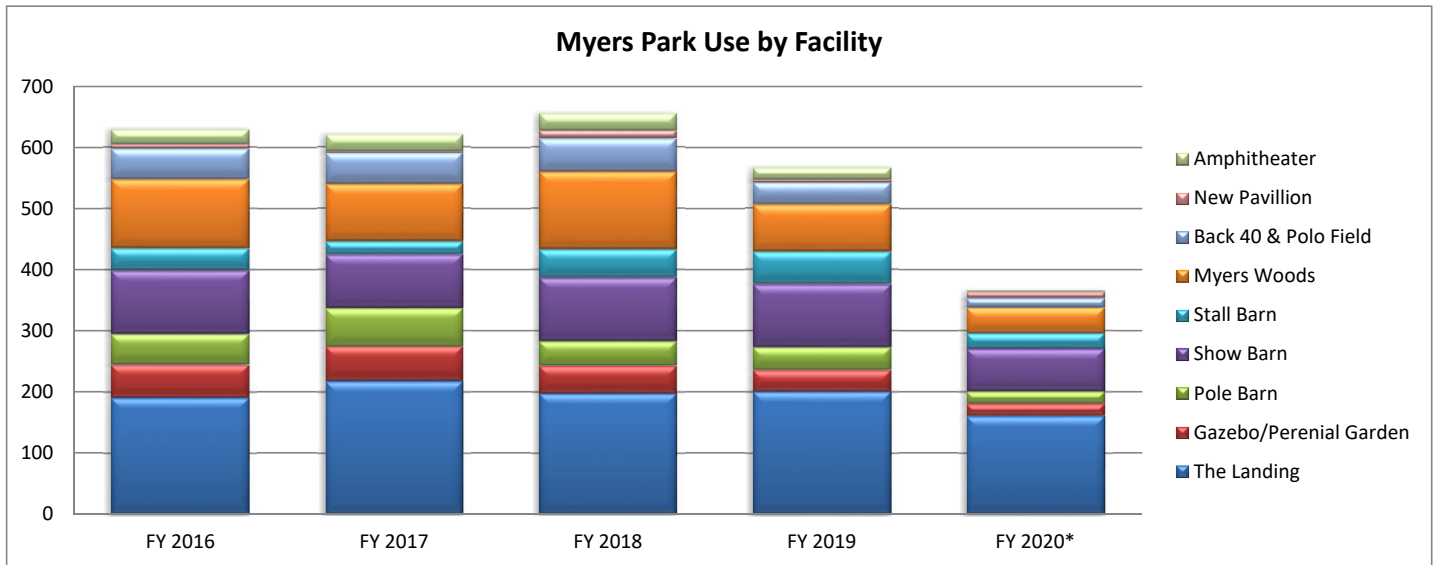
Myers Park # of Events



	Q1	Q2	Q3	Q4
FY 2016	120	55	109	74
FY 2017	119	65	125	85
FY 2018	120	73	111	85
FY 2019	111	74	103	71
FY 2020*	119	69	29	54
Average	118	67	95	74

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

FY 2020 Myers Park Event Center Statistics



	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020*
The Landing	191	218	198	201	161
Gazebo/Perennial Garden	54	57	45	35	20
Pole Barn	50	62	40	37	20
New Pavillion	7	2	13	5	10
Show Barn	104	88	104	103	70
Stall Barn	36	21	46	53	25
Amphitheater	24	28	28	19	3
Myers Woods	113	94	127	77	42
Back 40 & Polo Field	50	51	54	36	15

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

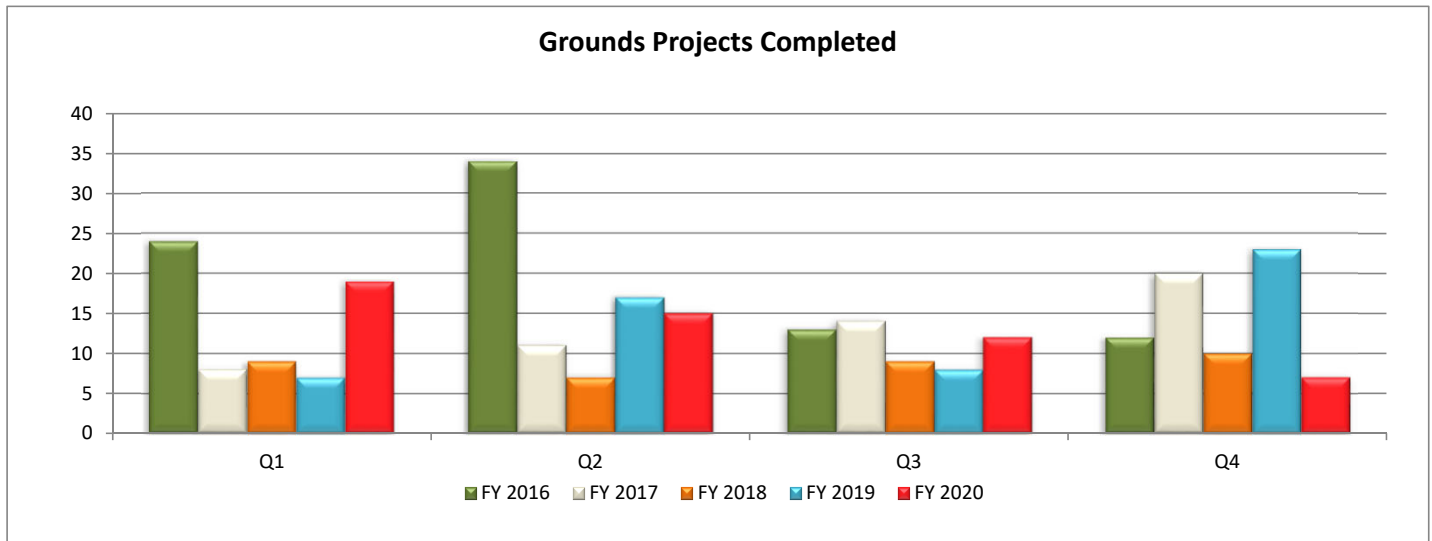
FY 2020 Myers Park Event Center Statistics

Ground Maintenance

Maintenance of grounds and facilities throughout the year. Preparation, maintenance and restoration of facilities and grounds for events. Grounds staff works with various departments and outside groups on projects at Myers Park, these projects require hours of ground preparation, trenching, hauling compost and mulch, assistance using large equipment and more. Duty areas are varied -mowing, arena assembly, ground preparation for various animal competitions, limb removal, pond water quality, maintaining inventory of expendable items, welding repairs, and more. Staff development in this area has enabled in-house licensure for pesticide application and irrigation installation and maintenance. Grounds maintenance operations include the safe operation of heavy equipment for arena maintenance, acreage mowing and park improvements.

Goals & Objectives

1. Complete 30 Total projects to include: irrigation, special Myers Park, internal and external group projects by September 30th.
2. Complete 400 Event and Program set up/tear downs safely by September 30th.

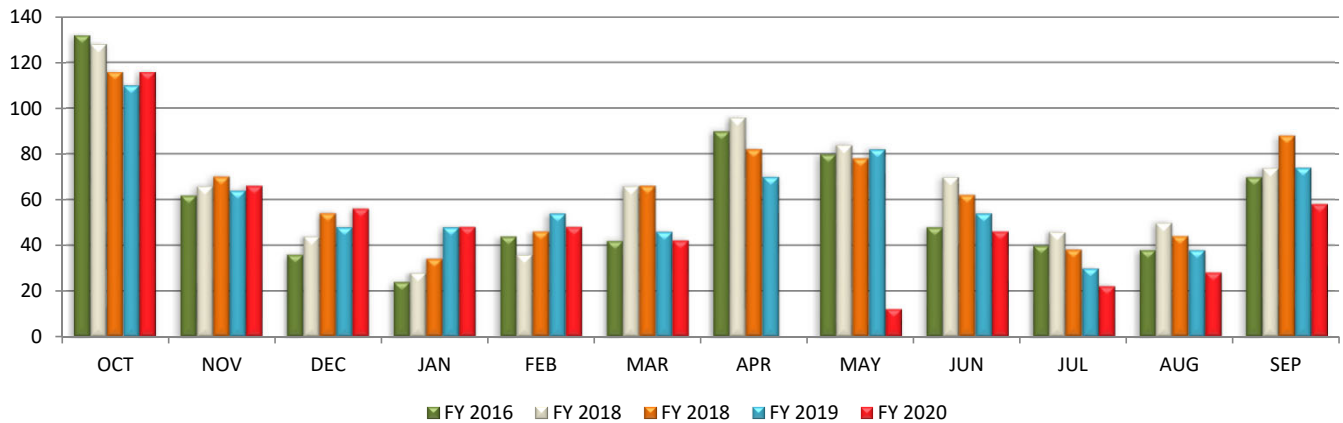


	Q1	Q2	Q3	Q4
FY 2016	24	34	13	12
FY 2017	8	11	14	20
FY 2018	9	7	9	10
FY 2019	7	17	8	23
FY 2020*	19	15	12	7
Average	13	17	11	14

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

FY 2020 Myers Park Event Center Statistics

Safe Event Setup & Tear Down

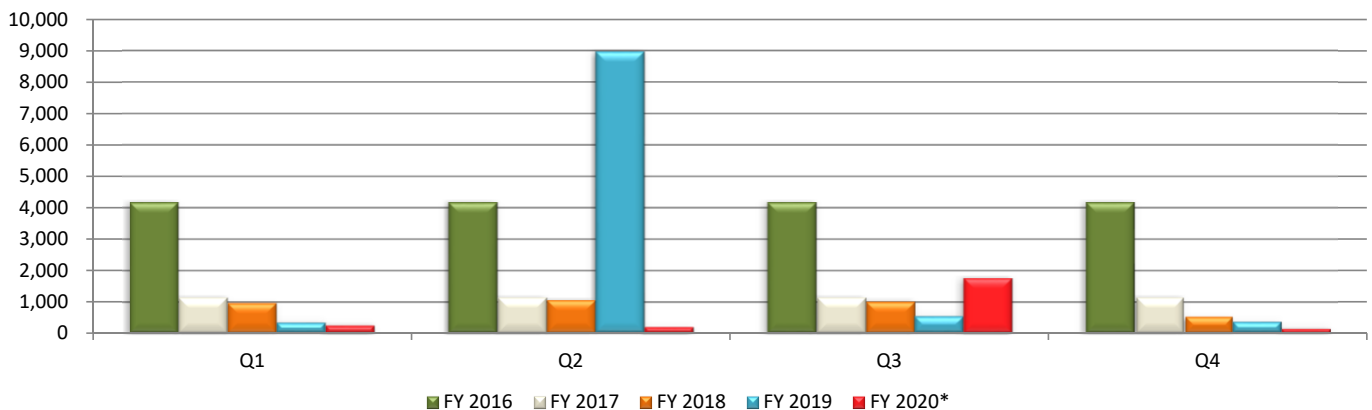


	Q1	Q2	Q3	Q4
FY 2016	230	110	218	148
FY 2017	238	130	250	170
FY 2018	240	146	222	170
FY 2019	222	148	206	142
FY 2020*	238	138	58	108
Average	234	134	191	148

Farm Museum

The Collin County Farm Museum strives to develop a better understanding and appreciation of Collin County's rural heritage from the earliest settlement through the 1960s. The Collin County Farm Museum consists of 8,528 square feet of collections and restoration exhibits in the Wells Building. Data reported by Myer's Park.

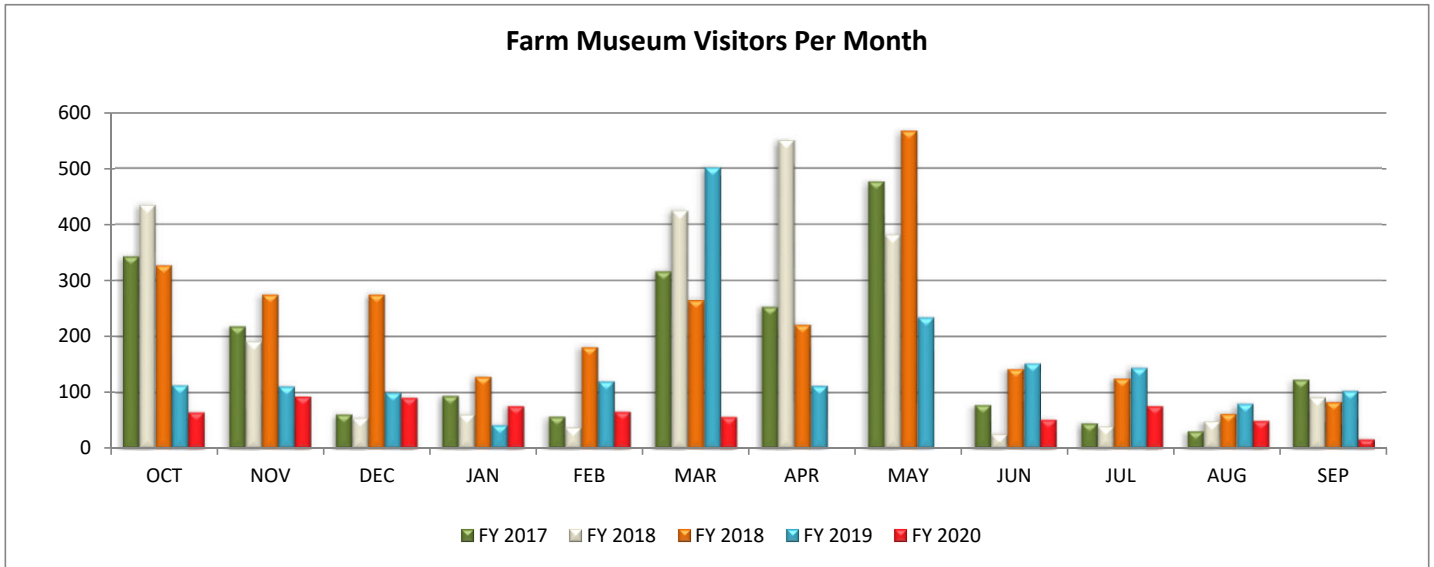
Farm Museum Visitors & Participants



	Q1	Q2	Q3	Q4
FY 2016	4,172	4,172	4,172	4,172
FY 2017	1,134	1,134	1,134	1,134
FY 2018	957	1,057	1,000	520
FY 2019	324	8,974	532	351
FY 2020*	249	201	1,767	143
Average	1,367	3,108	1,721	1,264

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

FY 2020 Myers Park Event Center Statistics



	Q1	Q2	Q3	Q4
FY 2016	622	467	808	199
FY 2017	682	524	958	181
FY 2018	880	577	932	273
FY 2019	324	664	498	327
FY 2020*	249	199	52	143
Average	551	486	650	225

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19